

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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### WEEK ENDING FRIDAY, FEBRUARY 3, 1950

Friday Feb. 3	PRESS PREVIEW: SPRING SHOE COLLECTION	SAKS FIFTH AVENUE	5TH FLOOR
11:00 A.M.- 1:00 P.M.	Press showing of Spring shoe collection, with exclusive models especially designed for Saks Fifth Avenue in their own workroom. Attendance by invitation only. Shoe Publicity: Grace de Mun, PL. 3-4000, Est. 661.		

Friday Feb. 3	PRESS SHOWING: VINYL PLASTIC "MOTH-TOL"	PROTEX MANUF'G CO. (347 FIFTH AVENUE)	HOTEL NEW YORKER
4:00 P.M. Cocktails	"Death of a Moth"--the Protex Co. and U.S. Testing Co. will introduce the new vinyl plastic "Moth-Tol" for moth protection in closets and drawers. By invitation only. Publ.: Evelyn Wade, George N. Kahn Co., BR. 9-6950.		

### WEEK BEGINNING MONDAY, FEBRUARY 6, 1950

Beginning Monday Feb. 6	OPENING OF SUMMER COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
10:30 A.M.	Carolyn Schnurer will present her Summer collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). Contact: Lee Walker, CH. 4-8446.		
Monday Feb. 6	OPENING: SPRING & SUMMER COLLECTION	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
10:30 A.M.; 2:30 P.M.	Jerry Greenwald will present his collection of navy sheers for the Spring-into-Summer season; and also Summer cottons. Daily showings at 10:30 A.M. and 2:30 P.M. Contact: LO. 5-4850.		

### OPENING OF SUMMER LINES BY THE SPORTSWEAR GUILD

<u>MONDAY, FEB. 6</u>			
Sport-Craft	10:30 A.M. & 2:30 P.M. daily. . . .	.550 7th, LA.	4-9724.
Star-Maid Dresses	10:15 A.M. & 2:15 P.M. daily. . . .	.498 7th, PE.	6-0444.
<u>TUESDAY, FEB. 7</u>			
Adler & Adler	10:30 A.M. daily. . . . .	.550 7th, CH.	4-6630.
Kane-Weill	10:30 A.M. & 2:30 P.M. daily. . . .	.498 7th, LO.	5-3041.
<u>WEDNESDAY, FEB. 8</u>			
Davidow	9:30 A.M. daily. . . . .	.550 7th, PE.	6-6909.
David M. Goodstein	10:30 A.M. & 2:30 P.M. daily. . . .	.550 7th, LA.	4-2577.
Mutual-Rosenbloom	1:30 P.M. & 4:00 P.M. daily. . . .	.498 7th, CH.	4-6221.
<u>THURSDAY, FEB. 9</u>			
Charles W. Nudelman	10:30 A.M. & 2:30 P.M. daily. . . .	.550 7th, LA.	4-1254.
Zoltan Rosenberg	10:30 A.M. & 2:30 P.M. daily. . . .	.550 7th, LA.	4-6691.

Week Of Feb. 6	"GIVE A HEART TO SAVE A HEART" VALENTINE DISPLAY	RICHARD HUDNUT FOR N.Y. HEART CAMPAIGN	693 FIFTH AVENUE SALON
Leading N.Y. designers will create a valentine for Richard Hudnut's "Give A Heart To Save A Heart" Valentine display for benefit of N.Y. Heart Campaign. Publicity: Marion Hammon, Richard Hudnut, WA. 4-7700; or, Virginia Dickson, Robert S. Taplinger & Associates, PL. 9-7979.			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 8:30 A.M. Breakfast	PREVIEW OF SUMMER FASHIONS Ro-Nel will present the Summer collection of junior and teen-age street wear and sport fashions to the trade and press. Jewelry from Barclay. Attendance by invitation only. Publicity: Joan Leib, WI. 7-7258.	RO-NEL OF CALIFORNIA	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Feb. 7 11:00 A.M.	PREVIEW OF MARUSIA'S SPRING COLLECTION Saks Fifth Avenue will present a press preview of the Spring collection, designed by Marusia, exclusively for Saks Fifth Avenue. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Tuesday Feb. 7 1:00 P.M. Luncheon	VALENTINE HATS AT LUNCHEON SHOW "Be-My-Valentine Hats", new Spring creations of leading millinery designers will be presented at a luncheon show by the Millinery Fashion Bureau and the Ribbon Guild. This is a prelude to the annual Valentine Ball for the benefit of the Heart Fund of Irvington House. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Millinery Fashion Bureau Publ.: Mary Kelley, LU. 2-2250. Ribbon Guild Publ.: Drucella Lowrie, LO. 3-0853. Ritz-Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	MILLINERY FASHION BUREAU; & RIBBON GUILD	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC FASHION SHOW Presentation of fashions in luxury cottons from Switzerland, sponsored by importers of Swiss fabrics and the Swiss producers. Costumes from Summer collections of 30 leading manufacturers of daytime and evening dresses, spectator sportswear, blouses, bridal wear, accessories, children's wear. Attendance by invitation only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP	RITZ-CARLTON HOTEL BALLROOM
Beginning Tuesday Feb. 7	OPENING OF SUMMER LINES Presentation of two new Summer collections of "Seasiders"--bathing suits, playclothes, sun dresses and tube shirts--complete Summer wardrobes, designed by Frances Sider. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY SHOWROOM-24TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Margaret Newman will present her collection of sports, afternoon and evening dresses with a complete line of playclothes. Continuous showing daily. Publicity: Ann Rabin, LO. 9-5474, or LA. 4-4278.	MARGARET NEWMAN	525 SEVENTH AVENUE PENTHOUSE SHOWROOM
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Janice Milan will present her Summer collection, designed by Mildred Orrick. Daily showings at 1:15 P.M. and 4:00 P.M. Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday Feb. 8 11:00 A.M.	BAGS BY JOSEF AT PRESS SHOWING Press showing of Spring and Summer collection of Bags by Josef (Gold Seal Importers, Inc.), including exclusive line of imports. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC.	30 EAST 33RD STREET SHOWROOM-6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 12:45 P.M. Luncheon	"HEADLINES FOR 1950" MILLINERY SHOW Talbert will present Spring millinery during luncheon. Jewelry--Barclay. Furs--David's 57th Street. Hair Styles--Guro. Perfume--Renee Thornton, introducing a new fragrance "White Orchid". Door Prizes: 2 tickets to "South Pacific" and 2 bottles of "White Orchid" perfume. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TALBERT HAT SHOP (551 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 8 1:00 P.M. Luncheon	"THE MID-CENTURY LOOK FOR SPRING" Arnold Constable will present "The Mid-Century New Look For Spring" at a luncheon fashion show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.	ARNOLD CONSTABLE FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 8 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Presentation of Varden Petite's Summer collection to the press. By invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday Feb. 9 9:15 A.M. Breakfast	SUMMER FASHIONS BY LEADING DESIGNERS Folker Fabrics Corp. present Summer fashions by leading designers in new nylon-rayon sheer "Lovecharm" fabrics. Attendance by invitation only. Publicity: Stella Epstein, PE. 6-0530.	FOLKER FABRICS CORP.	HAMPSHIRE HOUSE COTTAGE
Thursday Feb. 9 11:00 A.M. Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Adele Simpson will present her Summer collection to the press. Basket luncheon will be served after the show. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM
Thursday Feb. 9 1:00 P.M. Luncheon	"RESORT BOUND": SPRING AND SUMMER COLLECTION Stern's will present Spring and Summer dresses by McKettrick-Williams in cooperation with American Airlines, giving "tips to fashion-wise travelers!" Press by invitation. Public by reservation; contact: Carmino Vedda, VO. 5-2800. Stern Publ.: Madlyn Grimes, LO. 5-6000. Publ.: Ann Goodrich, Fashion Production Associates, MU. 8-1700. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800.	STERN BROTHERS	SHERRY-NETHERLAND CARNAVAL ROOM
Thursday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Kiviette will open her late Spring and Summer collection, at 2:30 P.M., on Thursday, Feb. 9. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET SALON
Thursday Feb. 9 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Maria Krum will present a special press preview of her Summer collection at 4:00 P.M. Attendance by invitation only. Daily trade showings at 10:30 A.M., beginning Thursday, Feb. 9. Contact: Miss Sally, CI. 7-3060. Publicity: Elizabeth Maher Associates, EL. 5-4248.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Feb. 12	LINCOLN'S BIRTHDAY (Sunday).		



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Monday Feb. 13 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. Attendance strictly by invitation. Publicity: Mildred Lippitt, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday Feb. 13 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Sam Friedlander will present his Summer collection, designed by Sara Ripault, on Mon. Feb. 13 at 2:30 P.M. By invitation only. Daily showings at 2:30 P.M., Tues. Feb. 14 through Fri. Feb. 17. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FL.

Beginning Monday Feb. 13	FOGA TO SHOW SUMMER LINES Summer openings by members of Fashion Originators' Guild of America: <u>MONDAY, FEBRUARY 13</u> Hansen Bang, Inc. Deitsch, Wersba & Coppola, Inc. Ed Gerrick, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. International Dress Co., Inc. Nathan-Strong, Inc. Paul Parnes Corp. Rudolf Gowns Adele Simpson, Inc. Herbert Sondheim, Inc.	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	<u>WEDNESDAY, FEBRUARY 15</u> Larry L. Aldrich Co., Inc. Ben J. Gam, Inc. Frank Starr, Inc.	<u>TUESDAY, FEBRUARY 14</u> Ben Barrack, Inc. Fred Greenberg Dress Co. Joseph Halpert, Inc. Junior League Frocks, Inc. Charles Lang, Inc. David Levine Co. Parnis-Livingston, Inc. Hannah Troy, Inc.	<u>THURSDAY, FEBRUARY 16</u> William Bass Dress Co. Grabois Martin Simon, Inc. Suzanne-Augustine, Inc.
<u>TO BE ANNOUNCED LATER:</u> Capri Frocks, Inc. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.			

Feb. 14 VALENTINE'S DAY (Tuesday).

Tuesday Feb. 14 10:00 A.M. Breakfast	PRESS SHOW: FASHIONS FOR SECOND WEDDING Premiere press showing of Raymond's "Romance Fashions" at a wedding breakfast, dedicated to the second bride. Cultured pearls from La Tausca. Footwear--Capezio. Flowers--Kathryn Churchill. Door prize: Custom-made gown (\$250.00) by Raymond. Commentator: Mary Wells Ridley. Attendance by invitation. Contact: Jane Franklin, Allied Syndicates, PL. 9-6411.	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	HOTEL GOTHAM BALLROOM-3RD FLOOR
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Tuesday Feb. 14 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION B. H. Wragge will present his Summer sportswear collection to the press on Tues., Feb. 14 at 11:00 A.M. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M., by invitation. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE CORP.	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 14 1:00 P.M. Luncheon	"TALL GAL'S" FANCY" LUNCHEON FASHION SHOW Peg Newton will present a Spring and Summer wardrobe collection for tall glas during luncheon. Press by invitation. Public by reservation; con- tact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG NEWTON	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Feb. 14 1:00 P.M. Luncheon	VALENTINE'S DAY PREVIEW OF NEW SPRING DESIGNS Mimi Pearce will present her new Spring designs in hand-knit originals. Press by invitation. Public by reservation; contact: SC. 4-8100. Mimi Pearce Publicity: Cayton-Klempner, PL. 9-3408.	MIMI PEARCE (23 EAST 67TH ST.)	TAVERN-ON-THE-GREEN CENT.PK.W. & 67TH ST.
Tuesday Feb. 14 3:00 P.M. Cocktails	PRESS PREVIEW: FURS, CLOTH COATS & SUITS Presentation to the fashion press of the I. J. Fox Spring collection of furs, cloth coats and suits, featuring originals and adaptations. Produced and accessorized by Roberta Miles. Attendance by invitation only. Contact: Helen Rothman, MU. 5-4500.	I.J. FOX	393 FIFTH AVENUE EMPIRE SALON
Tuesday Feb. 14 4:00 P.M. Tea	SUMMER FASHIONS BY EMILY WILKENS Emily Wilkens will present day, play, date and formal Summer fashions "for America's juniors," her first collection sponsored by Reich-Goldfarb, at a Valentine tea for press and trade in the Tapestry Room of the Park Lane. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	REICH-GOLDFARB & CO. (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday Feb. 15 11:00 A.M.	PRESENTATION OF SUMMER FASHIONS La Fontaine will present a collection of casual afternoon and evening dresses, designed by Juanita de Garzon, to the press and trade. Attend- ance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	LA FONTAINE, INC.	8 EAST 62ND STREET SALON
Wednesday Feb. 15 1:00 P.M. Luncheon	"MR. & MRS." FASHION SHOW DURING LUNCHEON "Mr. & Mrs." fashion show--presenting fashions by leading designers for husband and wife. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 15 3:00 P.M.	PREVIEW: JACQUES FATH SPRING COLLECTION Lord and Taylor will present the Jacques Fath Spring collection, made in America for Joseph Halpert, at showing for customers and the N.Y. press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Wednesday Feb. 15 4:30 P.M. Cocktails	FASHION PREVIEW OF MAY ISSUE Charm Magazine will present a fashion preview of their May vacation issue, "Two Weeks With Pay". Show at 4:30 P.M. For Charm tie-in stores, by invitation only. Publicity: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA BALLROOM
Thursday Feb. 16 10:30 A.M.	OPENING OF NEW "SEPARATES" SHOP Ohrbach's will open their new "Separates" shop with an informal preview for the press. By invitation only. Publ.: Mark Klauser, SP. 7-9000.	OHRBACH'S	2ND FLOOR



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Thursday Feb. 16 11:30 A.M.	CUSTOM MILLINERY SHOWING FOR PRESS Bonwit Teller will present a press preview of Spring custom millinery, designed by Mme. Andree. Attendance by invitation only. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	9TH FLOOR CUSTOM-MADE SALON
Thursday Feb. 16 12:30 P.M. Luncheon	PRESS PREVIEW: NEW HOSIERY FASHIONS Gotham Hosiery will present Spring stocking fashions and new developments in hosiery to the press at a luncheon show. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY CO.	HOTEL PIERRE BALLROOM
Thursday Feb. 16 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Gentlemen Prefer"--a presentation of Spring millinery by Eve Tartar during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Eve Tartar Contact: TR. 9-3355. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 16 2:30 P.M.- 3:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Israel Maritime League. Hats from Lenesta. Furs from Van Syl. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL MAIN BALLROOM
Thursday Feb. 16 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF "SONOTONE" HATS Sonotone will present a press showing of hats designed to conceal hearing aids. Show at 3:30 P.M. Attendance by invitation only. Publicity: Eleanor Ryan, Wain & Baruch, PL. 9-6840.	SONOTONE STYLE SALON	WALDORF-ASTORIA PERROQUET SUITE
Saturday Feb. 18 11:00 A.M.	SHOWING OF FASHIONS FOR TEEN-AGERS Altman's will present a preview of Cinderella slippers and Spring fashions for teen-agers. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	2ND FLOOR
Feb. 18- Feb. 25	NATIONAL SEW AND SAVE WEEK SPONSORED BY NAT'L NEEDLECRAFT BUREAU. Publicity: George Pounder, LE. 2-4455.		
Monday Feb. 20 10:30 A.M.	PREMIERE SHOWING OF "BOUTIQUE" FASHIONS Press preview and special premiere of Landa's Summer collection, Sam Friedlander's new division of Boutique (budget) dresses, to wholesale from \$12.75 to \$16.75. Showings at 10:30 A.M. on Tuesday, Feb. 21; Thursday, Feb. 23; and Friday, Feb. 24. By invitation only. Contact: PE. 6-2663.	LANDA FASHIONS LTD.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Beginning Tuesday Feb. 21- Feb. 24 9:30 A.M.; 4:00 P.M.	PREVIEWS: FALL COLOR & STYLE DEVELOPMENTS Allied Kid Company will present the following shows: Fashion Press at 9:30 A.M.; Hosiery Stylists at 4:00 P.M. --Shoe Stylists at 9:30 A.M.; Fabric Stylists at 4:00 P.M. Buying Office Fashion Coordinators at 9:30 A.M.; Dept. Store Fashion Coordinators at 4:00 P.M. Contact: Helene O'Hara, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM Tues., Feb. 21-- Thurs., Feb. 23 Fri., Feb. 24--



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Tuesday Feb. 21 1:00 P.M. Luncheon	"FURS FUTURA" AT LUNCHEON SHOW Allen Grant will present his Easter collection of furs during luncheon. Commentator: Billie Gould. Produced by Fashion Production Associates: Ann Goodrich, MU. 8-1700. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	ALLEN GRANT, INC.	RITZ-CARLTON HOTEL OVAL ROOM
Feb. 22	WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday).		
Thursday Feb. 23 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING FASHIONS Knize will present the Spring collection of tailored suits and coats to the press. Attendance by invitation only. Contact: Miss Noni, PL. 3-2987.	KNIZE, INC.	24 EAST 56TH STREET SALON
Thursday Feb. 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks Fifth Avenue will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 23 1:00 P.M. Luncheon	"FASHIONS FOR FORTY" AT LUNCHEON SHOW B. Altman will present a preview of fashions for town, country, resort, at-home and bridal clothes for women over forty. Guest celebrities from Hollywood and Broadway will attend. Commentator: Billie Gould. Guest Mistress of Ceremonies: Edyth Thornton McLeod, author of the book, "Beauty After Forty". Produced by Fashion Production Associates: Ann Goodrich, MU. 8-1700. Press by invitation. Public by reservation; contact: Carmino Vedda, VO. 5-2800. Altman Publicity: Etta Daub, MU. 9-7000. Sherry- Netherland Director of Fashion Shows: Alexandre Tarsaidze, VO. 5-2800.	B. ALTMAN & CO.	SHERRY-NETHERLAND CARNAVAL ROOM
Thursday Feb. 23 3:00 P.M.	PREVIEW: FIRA BENENSON SPRING COLLECTION "Ours Alone"--Lord and Taylor will present Fira Benenson's Spring collec- tion to press and customers. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Thursday Feb. 23 5:00 P.M. Cocktails	"CHERRY BOUNCE" PRESS PARTY Dorothy Gray will entertain the press at a "Cherry Bounce" party, and preview of "The Cherry Bounce", a new dance inspired by the Dorothy Gray "Cherry Bounce" makeup. Fred Astaire dance instructors will entertain and teach guests the new dance. Attendance by invitation only. Publicity: Marie McDonough, PL. 5-6109.	DOROTHY GRAY, LTD.	FRED ASTAIRE STUDIOS 487 PARK AVENUE
Monday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Baroness Radvanszky will present her Spring custom millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Radvanszky Publicity: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BARONESS RADVANSZKY (867 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM



DATEWHAT'S GOING ONGIVEN BYWHERE

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Monday Feb. 27	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVENUE (Designed by "Lepole")	CONTACT: SOPHIE SHONNARD, EL. 5-6800	
Wednesday March 1	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: SANNA BRODY	PL. 5-2600
Thursday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 6	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday March 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 8	<u>SAKS FIFTH AVE.</u> At 10:30 A.M.	611 FIFTH AVE.	PUBL.: MILDRED LIPPITT	PL. 3-4000
Thursday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Designed by Castillo)	PUBL.: RASPONI ASSOC.	TE. 8-8171

Tuesday Feb. 28  
10:30 A.M.  
PRESS PREVIEW OF BRIDAL FASHIONS  
Saks Fifth Avenue will present a collection of fashions for the bride. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000.

Beginning Tuesday Feb. 28-March 9  
2:30 P.M.  
NEW FOURTH FLOOR FASHION SHOW SERIES  
JAY THORPE  
24 WEST 57TH STREET 4TH FLOOR  
Jay Thorpe will open its new fourth floor with a series of designer fashion shows for private customers. The floor will consist of custom millinery, Jay Thorpe original and designer dresses. The following Spring collections will be shown: Feb. 28--Oleg Cassini (exclusive with Jay Thorpe in N.Y.C.); March 1--Countess Alexander (exclusive with Jay Thorpe in N.Y.C.); March 2--Pauline Trigere; March 7--Maurice Rentner; March 9--Nettie Rosenstein. Press invited. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.

Wednesday March 1  
9:30 A.M.  
Breakfast  
PRESS PREVIEW OF SPRING FASHIONS  
BLOOMINGDALE'S  
LEXINGTON AVENUE AND 59TH STREET  
Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900.

Wednesday March 1  
11:00 A.M.  
PRESS SHOWING OF CUSTOM COLLECTION  
OLDRIC ROYCE  
16 EAST 52ND STREET SALON  
Oldric Royce will present his Summer collection of custom-order fashions to the press. (Note change of date and time). By invitation only. Publicity: Nona James, CH. 4-7658.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 1 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Ritter Brothers will present Spring fur fashions, designed by Leo Ritter, during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publ.: Ruth Hammer Assoc. EL. 5-7108. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	RITTER BROTHERS	WALDORF-ASTORIA SERT ROOM
Thursday March 2 9:30 A.M. Breakfast	PRESS PREVIEW: JOYCE SPRING & SUMMER SHOES Joyce will present a collection of Spring and Summer shoe styles to the newspaper and syndicate press. Attendance by invitation only. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675.	JOYCE, INC.; B. ALTMAN & CO.	FLOOR TO BE ANNOUNCED
Thursday March 2 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. Hotel Plaza Fashion Director: Mary Alice Rice, PL. 9-3000.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday March 3 4:00 P.M.- 5:00 P.M. Cocktails	FABRIC AND FASHION FORUM FOR 1950 Parents' Magazine fabric and fashion forum, with a forecast of colors, fabrics, styles for Fall. By invitation only, for apparel and accessory manufacturers and stylists. Contact: Mr. Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE, INC.	RITZ-CARLTON HOTEL GRAND BALLROOM
Monday March 6 3:00 P.M.	PREVIEW: SPRING AND SUMMER CUSTOM FASHIONS Callot Soeurs will present a collection of custom-order afternoon and evening dresses, coats, suits. By invitation only. Publicity: Mary Marsh, PL. 9-2675.	CALLOT SOEURS	42 EAST 57TH STREET SALON
Wednesday March 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Milgrim will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday March 8 2:30 P.M.	SPRING FASHION PRESENTATION Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Wednesday March 8 4:15 P.M. Cocktails 5:00 P.M. Show	INTRODUCTION OF "LANELLA" FABRIC Presentation of new Swiss imported "Lanella" fabric, to the press, fashion coordinators, buyers and manufacturers, at a cocktail party. Show will include fashions for men, women and children. Showing promptly at 5:00 P.M. By invitation only. Publicity: Doris A. Weston, OR. 9-2968.	RAYON & COTTON CORP.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Saturday March 11 11:00 A.M.	SPRING FASHIONS FOR TEENAGERS Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR



MUSIC...MOVIES...THEATRE...TELEVISION

Week of Feb. 6 TWELFTH WEEK: METROPOLITAN OPERA, MET OPERA HOUSE, B'WAY & 39TH STREET  
 Mon. Eve., Feb. 6: Puccini's GIANNI SCHICCHI. Tues. Mat., Feb. 7: Bizet's CARMEN. Tues. Eve., Feb. 7: Puccini's LA BOHEME. Wed. Eve., Feb. 8: Wagner's DIE MEISTERSINGER. Thurs. Eve., Feb. 9: Donizetti's LUCIA DI LAMMERMOOR. Fri. Eve., Feb. 10: Wagner's DIE WALKUERE. Sat. Mat., Feb. 11: Mozart's LE NOZZE DI FIGARO. Sat. Eve., Feb. 11: Puccini's LA TOSCA. Publicity: Margaret Carson, PE. 6-1200.

Tuesday Feb. 7 TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5  
 11:00 A.M.- Kathi Norris presents Mr. Louis De Bour, Brazilian conchologist, who will lecture on his profession and demonstrate a new jewelry kit (designed in cooperation with Sylvor Decorations), for constructing shell jewelry.  
 12:00 Noon Publicity: Babs Donniger, PL. 3-1742.

Wednesday Feb. 8 TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2  
 4:30 P.M.- Dorothy Doan presents crocheted fashions in dresses, hats and blouses. Commentator: Janet Botting Rhodes of "Mademoiselle" magazine. Publicity:  
 5:30 P.M. Helen Brattrud, PL. 5-2000.

Wednesday Feb. 8 OPENING: "THE HEIRESS" CITY CENTER, 131 WEST 55TH STREET  
 The N. Y. City Theatre Co. presents the fourth play in a series of revivals. This play, based on a novel by Henry James, is about a young girl who is completely dominated by her father. Starring Edna Best, Basil Rathbone and Margaret Phillips. Settings and Lighting: Peter Wolf. Costumes: Eneline Roche. Publicity: Jean Dalrymple, MU. 8-3847.

Wednesday Feb. 8 PREMIERE: "MRS. MIKE" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET  
 United Artists release based on novel by Benedict and Nancy Freedman about a Boston girl in the deserted Northwest Territory of Canada. Stars: Dick Powell, Evelyn Keyes. Producer: Edward Gross. Director: Louis King. Costumes: Eloise Jennsen. Publicity: Tess Michaels, CI. 5-6000.

Thursday Feb. 9 OPENING: "ALL YOU NEED IS ONE GOOD BREAK", MANSFIELD THEATRE, 47TH W. OF B'WAY  
 Monte Proser and Joseph Kipness present the play about a New York East Side boy and his attempts to overcome his poverty-stricken background. Stars: John Berry, J. Edward Bromberg and Elanore Pine. Director: John Berry. Settings: Sam Leve. Costumes: Paul DuPont. Publicity: William Doll, MU. 7-6310.

Thursday Feb. 9 PREMIERE: "YOUNG MAN WITH A HORN" (Movie) RADIO CITY, 6TH AVE. & 50TH ST.  
 Warner Bros. presents a story of a young man whose success as a trumpet player is almost ruined by his marriage to a selfish woman. Stars: Kirk Douglas, Lauren Bacall and Doris Day. Producer: Jerry Wald. Director: Michael Curtiz. Wardrobe: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Monday Feb. 13 PREMIERE: "THE ASTONISHED HEART" (Movie) PARK AVE. THEATRE, PARK & 59TH ST.  
 Universal-International release of the J. Arthur Rank film, an original screenplay by Noel Coward, about an eminent psychiatrist who is able to solve everyone's problems but his own. Stars: Noel Coward, Celia Johnson and Margaret Leighton. Producer: Antony Darnborough. Co-Directors: Terance Fisher and Antony Darnborough. Wardrobe Supervisors: Dorothy Edwards and Bob Rayner. Premiere performance for benefit of Mary MacArthur Memorial Fund for the National Foundation for Infantile Paralysis. Universal-International Publicity: Lowell Benedict, PL. 9-8000.